

CANADIAN MOVING PICTURE DIGEST

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RAY LEWIS
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After a Portrait by Joshua Smith, R.B.A.

LORD TWEEDSMUIR

(John Buchan)

Lord Tweedsmuir (John Buchan), Governor-General of Canada, who passed away at Montreal, Feb. 11th, following a brain operation. Canada is observing a week of mourning in memory of this great statesman, soldier and officer of the Crown. In the midst of his many duties he had the time to be a great writer, as well as an excellent speaker. "Thirty-Nine Steps" was John Buchan's best known screen play, although other stories of his have been adapted. His death is a great loss to Canada and the Empire, to the Cause of Democracy to which his life and services were dedicated.

PUBLISHED BY

CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED

Northwest Passage



WATCH THE MOVIE SKY!

RAY PRESENTS



PARLIAMENT at Queen's Park, Toronto, brought in several bills for increased taxation, but the much discussed Amusement Tax Bill was not presented. The reasons given were that it was a nuisance to collect, expensive to collect, and that it precipitated a storm of protest.

It is not necessary for The Digest to point out to its readers that its editorial policy has always been opposed to the Amusement Tax, from its very inception as a war-time emergency measure. Exhibitors will remember the deputation which waited on the former Premier Ferguson of Ontario when representations were made for a repeal of the Amusement Tax Bill.

Premier Mitchell Hepburn finally got rid of the entire nuisance by eliminating the last tax associated with this bill, a tax which taxed children attending motion picture theatres. It meant a saving of millions of pennies to motion picture patrons; and millions of pennies to exhibitors who found the Amusement Tax a costly service to the Government, for exhibitors were obliged to act as collecting agencies and the expense and nuisance of this service was considerable.

THE DIGEST was editorially conspicuous in the elimination of the tax, taking its appeal to the Premier, in the same manner in which it made its recent appeal when it campaigned editorially against the return of the Amusement Tax, sending every cabinet minister in the Provincial Government a copy of The Digest's editorial.

It is gratifying to note that, despite the battle in which Democracy finds itself involved, and in which it is a target for the battering rams of warfare, in Canada Governments heed the voice of the little man. Every Cabinet Minister replied to the letter which The Digest addressed to him. The Amusement Tax Bill was not introduced, for the Government stated that a "flood of protests" concerning its introduction had been addressed to the Government.

In some countries a protest to the Government about something the Government intends to do would mean the hangman's noose, a firing squad, or the executioner's axe. All of which would give the big man and the little man, unquestionably, a pain in the neck; and yet does it not give you a pain in the neck when you observe how some people take everything for granted, even the interest which The Digest has taken in the welfare of their business; the interest which a Government takes in the little man's appeal!

Who ever thought of "thank you" thought of two of the best words in the English language next to "Thank God".

THANK GOD for picture talk again. Did we need a revival, a resurrection of picture interest? Ask the exhibitor who has stayed up all night, being unable to sleep, figuring out what he could give away next to get his patronage back, ask the picture fans who were beginning to "kid" the Picture Shows in dead earnest.

The Picture Business was dying, not because of poor showmanship, nor uncomfortable or uninviting theatres, not because of bad times, but a failure right at the studio to create Picture conversation, a picture let-down which sent the picture interest tumbling from its pinnacle of popular appeal like a falling star which gets out of the gravity of its orbit.

I glanced through some of the grosses in the U.S., "GWTW", Chicago, at the Oriental and Woods grossed \$65,000. At Loew's State, Providence, \$42,000. At the College, New Haven, \$21,000. In Philadelphia this picture grossed \$72,000. Warner Bros. "The Fighting 69th" at Fox's Theatre, Philadelphia, grossed \$29,000; and Columbia's "His Girl Friday" at the Stanley, same town, grossed \$22,000. At Frisco, "Gone With The Wind" did \$40,500 on its opening week at the Warfield. United Artists, "Of Mice And Men" did \$10,800 at the Paramount. At Boston, at the Metropolitan, "The Fighting 69th" did \$35,000. "Gone With The Wind" in its sixth week grossed \$31,000 — yes they held the picture over. At Fox's Palace, "Gone With The Wind" did \$27,600; at the Paramount Omaha, "Gone With The Wind" did \$22,700. At Los Angeles, Columbia's "His Girl Friday" did \$24,100 at the Hillstreet and Pantages Theatres. At Loew's Midland, Kansas City, "Gone With The Wind" established a new high at \$41,000; at Seattle the miracle picture did \$34,500; at Denver, \$36,000; and in Detroit at two theatres, "Gone With The Wind" did \$70,000; \$40,000 at the United Artists house for seven days, three shows daily, top price \$1.50, and \$30,000 at the Wilson for seven days, two shows daily, top price \$1.50 and with a seating capacity of 1,918.

At Montreal, the Capitol, Loew's, Orpheum, Palace and Princess, top price sixty-five cents, and with a total seating capacity close to twelve thousand grossed approximately \$30,800; "Gulliver's Travels" doing top business at Loew's with a gross of \$10,200.

BUT let's get away from these figures because exhibitors are going to be spoiled for such chicken-feed as two, three or five thousand grosses, after reading the others. They are going to say, "If 'Gone With the Wind' can do it why can't we?" I cannot promise you that you can, but there are some big pictures coming, like "Grapes of Wrath", "Pinnochio", etc., and people are talking pictures again! In the old days when the people talked pictures one of the great industries of the world grew to its greatness.

The Canadian Picture Pioneers, note the change in name, is on its chartered way with new members continually being enrolled. March 27th is the deadline for Chartered Members, so please get your application in, you may send it to Clair Hague as Chairman of the Executive Committee at 277 Victoria St., or to Ray Lewis as Sec. Treas., 259 Spadina Ave., Toronto.

(Continued on Page 7)

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CONFUCIUS SAY — "BOB SMART SHOWMAN"

Toronto, Ont. — Bob Eves, manager of the Eglinton Theatre, Famous Player house here, caused plenty of talk with his brilliant "Confucius Ad" Monday of this week. With "A Girl Must Live" starting its seventh week at the Eglinton, Bob ran the following newspaper ad: "Confucius Say - 'A Girl Must Live' but can't live all her life at Eglinton Theatre. Better Hurry! 'Girl Must Live' 7th and Final Week."

REGINA ENLISTMENTS

Regina, Sask. — Regina theatres are well represented in His Majesty's Forces. From the Capitol, Jack Heron, and Eugene Rennebohm went to the R.C.A.F., Jack Parsons, assistant manager, is on call to the R.C.A.F., and Jack Fletcher is in the navy. Assistant manager of the Met Theatre, Chuck Baird, is on call to the navy. Hubert Williams and Robert Brown of the Rex Theatre are in the air force and operator W. A. Barker, of the Rex, has joined the Ordinance Corps.

GRIFFIN THEATRES BUILD

Chatham, Ont. — Plans have been completed and approved for the erection of a theatre on the site of the old Griffin Theatre, opposite the market. Seating capacity to be approximately 800. Plans have also been made for the renovation of the Capitol Theatre at Woodstock, work to proceed in the Spring. Mr. Bill McKnight is now managing the Capitol.

RENOVATE MAITLAND

Ingersoll, Ont. — Premier Operating Corp. will spend approximately \$8,500 on alterations to the Maitland Theatre which the company took over recently.

ELECTS OFFICERS

Montreal, Que. — Local No. 2 of the National Union of Theatrical Employees elected the following officers for the coming year: President, R. Vandette, Vice-President; R. Sicotte, Secretary-Treasurer; G. R. Cook. Trustees: Messrs. Craig, Little and Deslauriers. Guard: P. Denis. Warden: A. G. Cook. Business Agent: H. Gervais.

Archie Laurie Opens Theatre Office At Toronto

WILL BUY AND BOOK FILMS - PROMOTE THEATRES

Toronto, Ont. — Archie Laurie, formerly Assistant General Manager of Empire-Universal Films, has announced the opening of offices for Laurie Theatres Limited, his own company, which will carry on the business of booking and buying of film, the promotion, sale and leasing of theatres, and any special publicity campaigns, etc., etc.

One of the youngest members of the Canadian Picture Pioneers Club, Archie Laurie started in show business in 1911 at the Vitascope Theatre, Montreal. From there he went to the Canada Theatre, Montreal, then to the Moulin Rouge (now Amherst), and the Midway Theatre, where he handled the exploitation, publicity and theatre front work. During the period he was at the Midway Theatre, Archie wrote a page for The Digest on exploitation and "theatre fronts", and a page twice a month for the Motion Picture News, then the leading U.S. trade paper.

When he stopped at Toronto on his way to North Bay for a fishing trip, N. L. Nathanson (then with Paramount Theatres) persuaded him to manage the Regent Theatres at Guelph and Galt. Archie gave up the fishing trip and took over the managerial assignment. Finding Guelph a bit dull after Montreal, Archie wanted to quit, but was persuaded to accept a transfer to the Strand Theatre at Ottawa and after one year in Ottawa he was brought to Toronto to open the Alhambra Theatre in November of 1919. After the success of this house, he was promoted to the position of assistant to Mr. Nathanson at Paramount Theatres, then only about ten in number, in the offices in the Temple Bldg. During Mr. Laurie's period with Paramount, they opened the Regent, Ottawa, obtained the Algoma site, Sault Ste. Marie, Capitol, Kitchener, Palace, Toronto, and Savoy, Hamilton, also opening the Pantages, Toronto, now the Imperial, in conjunction with the late Ned Miller. L. E. Ouimet of the Specialty Film Import Exchange, which exchange then handled Pathe and Harold Lloyds, then persuaded Laurie to go into the film business. Specialty Film Import was absorbed by Regal Films, with whom Mr. Laurie remained for nine years. After handling State rights for one year, he took over the management of the Montreal Branch of Educational, the latter which was absorbed by Empire Films. In the summer of 1933 Archie finally went on his fishing trip, and returned to join Empire Films, in charge of Toronto sales, and was subsequently promoted to the post of Toronto Branch Manager, and then made Assistant General Manager of Empire-Universal Films, which office he filled until his recent resignation.

PIONEER CLUB COUNSEL



From The Digest Files: Earl Lawson, the exhibitor.

Toronto, Ont. — The Canadian Picture Pioneers Club Committee has appointed The Hon. Earl Lawson as attorney for the Club. Mr. Clair Hague and Mr. Oscar Hanson will work with him in connection with the constitution and Pioneers Club charter.

The Hon. Earl Lawson started in show business in 1910 on the stage of the old Grand Opera House and the Royal Alexandra under Charlie Gallagher as a property man and scene shifter.

GOVERNMENT THANKS DISTRIBUTORS FOR WORK

Saint John, N.B. — A letter of very sincere appreciation has been received from Norman Rogers, Minister of National Defence, by the Maritime Film Company for their routing of the War Loan Trailers. This call to invest in war loans for our country's good, was given 101 showings in an astonishingly short space of time.

The Industry has certainly aided in Patriotic appeals, by the distribution by Empire-Universal Films of the "Safety First" trailers, by Vitagraph Limited, of the Red Cross trailers and by the display, in many theatres, of special slides in aid of various money raising efforts for War Funds.

NOW_
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WHOLE NATION
IS TALKING
"THE
GRAPES
OF
WRATH..."

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all-time record-breaking
New York run spreading
the country over ...**

**... with big-space news
breaks hitting top-circu-
lation newspapers and
magazines to reach every
man, woman and child
in the land ...**

**... with the greatest re-
views ever written laud-
ing "The Grapes of Wrath"
as the greatest entertain-
ment of all time ...**

**... with the ace colum-
nists and radio commen-**



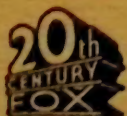
ators voicing their highest praise to their vast personal followings . . .

. . . with the Rivoli manager reporting "'The Grapes of Wrath' surpasses anything in my entire experience", and predicting a "ten weeks' to three months' run" . . .

. . . with such radio programs as "Information Please", "We the People", "Pursuit of Happiness" featuring "The Grapes of Wrath" from coast to coast in response to unparalleled public interest . . .

. . . with the millions asking when they can see it . . .

"THE GRAPES OF WRATH" IS YOURS!



THE KEYSTONE OF YOUR FUTURE

Printed in U.S.A.

Veteran Publicist

Mike Wilkes Passes

UNITED ARTISTS PUBLICITY MANAGER PAST TEN YEARS



M. H. "Mike" Wilkes

Toronto, Ont. — The trade here was shocked to learn of the sudden passing of M. H. "Mike" Wilkes, veteran publicity and exploitation man, and for the past ten years publicity manager for United Artists Corporation in Canada. Stricken with a heart attack Wednesday afternoon, while enroute from Montreal to Toronto, he passed away while on a C.P.R. train between Brockville and Kingston.

"Mike" was a popular figure, and one of the best-known men in the field here. Since the showing of the film "The Birth of a Nation" he has handled publicity here and in the United States. Fifty-five years of age, he was born in Yorkshire, England. When he was three years old he was brought to Toronto and received his education here. As a young man he became interested in the theatrical profession and for some years handled the publicity for road shows in Canada and the United States.

He was a member of several fraternal organizations, and a baseball enthusiast. He was a member of the Theatrical Mutual Association, and the recently formed Canadian Picture Pioneers Club.

Services were held Thursday at 2 p.m. in Toronto. Internment will be in Buffalo. Surviving is one son, Justin Harris Wilkes of Buffalo.

RKO RADIO MEETING

Saint John, N.B. — E. A. Whelpley of the RKO Distributing Corporation, Saint John, was in Montreal recently where he met with Leo Devaney, Canadian General Manager of RKO, Harry Gitteson of New York and H. McIntyre, where the Ned Depinet Drive was discussed.

PLOTTEL DONATES FUNDS

Toronto, Ont. — Joe Plottel, Toronto Manager for Warner Bros. has turned over the commissions which he earned through the sale of Dominion of Canada War Loan Bonds, to the Federation of Community Service.

"WIND" GOING STRONG

Toronto, Ont. — "Gone With The Wind" going into its 4th week at Loew's, Toronto. Montreal opening on "GWTW" at Loew's Theatre, February 16th.

RAY LEWIS SPEAKS BEFORE JUNIOR COUNCIL

Toronto, Ont. — Speaking on the subject, "Motion Pictures As An Escape", Ray Lewis was the guest of the Jewish Junior Council at their regular February meeting.

In moving a vote of thanks, the President of the Council said: "We are all much too critical of moving pictures, and I am sure that all those present, who have heard this interesting description of the difficulties of movie making will always weigh the shortcomings and the virtues of a film carefully and be less critical, thinking only of the film as a perfect "escape" medium.

PHIL SHERMAN PROMOTED

Montreal, Que. — Philip Sherman, formerly salesman for Warner Bros.' Toronto Exchange, has been promoted to the position of Montreal Branch Manager, according to an announcement by Roy Haines, Eastern and Canadian Sales Manager for Warner Bros.

Phil Sherman replaces Mickey Isman, who has resigned.

MOTHER PASSES

Regina, Sask. — Charlie Bahrynowski, manager of the Metropolitan, flew to the bedside of his mother who was seriously ill in Fort William. Unfortunately Mrs. Bahrynowski passed away before Charlie reached her side.

CHANGE OF ADDRESS

Toronto, Ont. — Canadian Automatic Confections Limited have moved their office from Victoria Street, to 54 Lombard Street. Mr. Syd Taube, manager, is at present in Montreal on business.

COOPER IN TORONTO

Toronto, Ont. — Colonel John A. Cooper was in Toronto on Thursday, and attended a meeting of the Red Cross.



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ARCHIE J. LAURIE

(Formerly Assistant General Manager, Empire-Universal Films)

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TORONTO

THEATRES BOUGHT, SOLD and LEASED

THEATRE PROJECTS PROMOTED

THEATRE PREMIUMS

BUYING AND BOOKING OF FILM FOR
LIMITED NUMBER OF THEATRES ONLY

Quebec Attorney-General Hints Possible Law Amendment

FORMATION SPECIAL CENSORSHIP BOARD LIKELY

Montreal, Que. — Attorney-General Wilfrid Girouard made a statement here that there appears to be a need for a change in the Quebec moving picture laws which bar the admittance of children under sixteen, to picture theatres. The Attorney-General admitted the situation was "somewhat untenable", and said the Government was not looking askance at the suggestion that an impartial board be set up to pass on films that would be suitable for children.

The educational possibilities of films are so well-known that it is useless to talk about them, the Attorney-General stated, and he felt that there would be little objection to the showing of certain types of films to juniors.

As the law now stands in the statute books, the law ties the hands of the Government and no permission is supposed to be given for the admittance of minors to moving picture houses. "There have been notable exceptions, such as 'Gulliver's Travels' and the picture of the King and Queen's Tour of the Dominion last summer," he said, "but just the same it isn't legal."

He explained that no amendment to the law will be made until a special Board of Censorship has been formed. Proposals have been made for formation of a special board with a membership of a Protestant clergyman, a Roman Catholic clergyman and one or two other qualified persons.

ROBBERS FOILED

Montreal, Que. — An attempt was made to rob the Empire Theatre here. Shortly before nine o'clock two men stepped from a car and pointed a revolver at the cashier, ordering her to hand over the money. She shouted to the manager, Wilton Cohen, and the gunmen fled. Miss Ames, cashier, said she thought the men were drunk and the revolver just a toy.

REGINA BOOKINGS

Regina, Sask. — H. A. Bercovich, manager of the Rex Theatre, was a Winnipeg visitor where he booked shows for the early summer.

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"LOUISE" BENEFIT

FOR RED CROSS SOCIETY

Toronto, Ont. — The Alliance Francaise presented the film "Louise", featuring Grace Moore, at the Eaton Auditorium, on February 13th. The auditorium seats approximately 1300, and the society turned away about 300 the night of the showing. The proceeds, approximately \$850, were turned over to the Red Cross Society.

Trans-Canada Showings

TORONTO

AVENUE

"With Pleasure Madame" (Regent Films), with Conrad Nagel and Marta Labarr, also "Fire Over England" (Regal), with Vivien Leigh and Laurence Olivier — held over.

IMPERIAL

"Raffles" (United Artists), with David Niven and Olivia de Havilland.

LOEW'S

3rd week. "Gone With The Wind" (Metro-Goldwyn-Mayer), with Clark Gable, Leslie Howard, Olivia de Havilland and Vivien Leigh.

SHEA'S

"20,000 Men A Year" (20th Century-Fox), with Randolph Scott and Preston Foster. On the stage: Cliff Edwards.

UPTOWN

2nd week. "Balalaika" (Metro-Goldwyn-Mayer), with Nelson Eddy and Ilona Massey.

MONTREAL

CAPITOL

"Destry Rides Again" (Universal), with Marlene Dietrich and James Stewart.

LOEW'S

"The Light That Failed" (Paramount), with Ronald Colman and Walter Huston.

ORPHEUM

2nd week. "Slightly Honorable" (Wanger-U.A.), with Pat O'Brien, Edward Arnold and Ruth Terry, also "Tropic Fury" (Universal), with Richard Arlen and Andy Devine.

PALACE

"His Girl Friday" (Columbia), with Cary Grant and Rosalind Russell.

PRINCESS

"British Intelligence" (Warner Bros.), with Boris Karloff and Margaret Lindsay, also "Granny Get Your Gun" (Warner Bros.), with May Roberts.

HIS MAJESTY'S

"France Is Ready" (Grand National).

CALGARY

CAPITOL

"The Light That Failed" (Paramount), with Ronald Colman and Walter Huston.

PALACE

"Geronimo" (Paramount), with Andy Devine, Preston Foster and Ellen Drew.

EDMONTON VISITORS

Edmonton, Alta. — Recent visitors here included Harvey Harnick, Abe Feinstein and George Lynch, all of Calgary; Joseph McPherson, RKO salesman, and Clarence Marshall, manager of the Empress Theatre, North Battleford, Sask. Business in North Battleford and in the smaller towns of the northern Alberta territory was reported as quite good by the latter two.

MISS MACDONALD TO WED

Saint John, N.B. — The engagement has been announced from Moncton, of Miss Nancy MacDonald to James Grant Millar of Medicine Hat. Miss MacDonald has been with the Empire-Universal Exchange in Saint John and has made many friends who are wishing her every happiness.

STRAND

"Fifth Avenue Girl" (RKO Radio), with Ginger Rogers and Walter Connolly, also "Way Down South" (RKO Radio), with Bobby Breen.

WINNIPEG

CAPITOL

"Balalaika" (Metro-Goldwyn-Mayer), with Nelson Eddy and Ilona Massey.

GAIETY

"First Love" (Universal), with Deanna Durbin, also "Hero For A Day" (Universal), with Anita Louise and Dick Foran.

GARRICK

"Of Mice and Men" (Roach-U.A.), with Burgess Meredith, Betty Field and Lon Chaney, Jr.

LYCEUM

"Reno" (RKO Radio), with Richard Dix and Gail Patrick, also "Everything's On Ice" (RKO Radio), with Irene Dale and Eric Linden.

METROPOLITAN

"Tower of London" (Universal), with Basil Rathbone and Boris Karloff, and "Oh, Johnny, How You Can Love" (Universal), with Tom Brown and Peggy Moran.

PLAYHOUSE

"School for Husbands" (Grand National), with Rex Harrison and Diana Churchill.

VANCOUVER

CAPITOL

"Balalaika" (Metro-Goldwyn-Mayer), with Nelson Eddy and Ilona Massey.

DOMINION

"Another Thin Man" (Metro-Goldwyn-Mayer), with William Powell and Myrna Loy, also "Santa Fe Marshal" (Paramount), with William Boyd.

ORPHEUM

"The Housekeeper's Daughter" (United Artists), with Joan Bennett and Adolphe Menjou, also "Beware Spooks" (Columbia), with Joe E. Brown.

PLAZA

"Mutiny on the Bounty" (Metro-Goldwyn-Mayer), with Charles Laughton, Clark Gable and Franchot Tone.

STRAND

"Geronimo" (Paramount), with Preston Foster, Ellen Drew and Andy Devine.